

MINUTES OF STRATEGIC PLANNING MEETING - FEBRUARY 12, 2010

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THE WEST VALLEY CITY COUNCIL MET IN A STRATEGIC PLANNING SESSION ON FRIDAY, FEBRUARY 12, 2010, AT 8:00 A.M., IN ROOM 103, AT THE UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY MAYOR WINDER. MAYOR PRO TEM RUSHTON ALSO CONDUCTED A PORTION OF THE MEETING.

THE FOLLOWING MEMBERS WERE PRESENT:

Mike Winder
Russ Brooks
Steve Buhler (Excused and left the meeting as noted)
Carolynn Burt
Don Christensen
Corey Rushton
Steve Vincent

Wayne Pyle, City Manager
Paul Isaac, Assistant City Manager/Acting City Recorder

STAFF PRESENT:

Jim Welch, Finance Director

1. **BREAKFAST & REVIEW OF AGENDA**
Mayor Winder called the meeting to order and the City Council ate breakfast. City Manager, Wayne Pyle reviewed the Agenda and explained contents of the Council's binder of information to be used as a resource for discussion.
2. **REVIEW FY 2010 – 2011 STRATEGIC PLAN PROCESS**
City Manager, Wayne Pyle, discussed the process of the strategic planning meeting and explained formulating policy was the Council's responsibility with the aid and assistance of City staff. He stated the budget calendar and the department presentations made previously to the City Council "set the stage" for this planning meeting. He indicated once the strategic plan documents were formalized they became the focus with explanation through "action items" regarding how staff implemented the Council's policies.

Mr. Pyle advised execution of the Strategic Plan continued throughout the year. He indicated other plans such as the Economic Development Plan, while separate from the Strategic Plan document, still complimented the overall strategy identified in this annual planning meeting. He explained the plans were reviewed quarterly to determine how well they were being implemented by the respective departments. He advised the City Manager redefined benchmarks from time to time with the department heads and added to or eliminated action items that were

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no longer consistent with available resources and/or strategic direction of the Council.

3. **BUDGET DISCUSSION: REVIEW FY 2008 – 2009 BUDGET CLOSING; FY 2009 – 2010 CURRENT; FY 2009 – 2010 PROJECTIONS**

Councilmember Brooks expressed the need to address and prepare a plan to keep City employees compensated as well as focus on the strategic plan. City Manager, Wayne Pyle, agreed and discussed the need for a formal plan to ensure employees were well compensated.

Mayor Winder stated he had been pleased to see the department presentations as they were focused more so than ever before on the actual strategic plan initiatives. City Manager, Wayne Pyle, concurred the department heads had moved closer to trying to align their priorities with the City Council and City Manager priorities.

Councilmember Burt stated she had been pleased with the annual reports made available to the City Council, as they were very helpful and validated that the department heads were focused on the City Council's policy direction.

The Council discussed the need to change action items and goals to align with current economic realities. The Council mentioned the Police Department, for example, remained in constant change or flux depending upon the types of crimes and/or crime waves being experienced. Other examples were discussed such as Building Inspection when development either slowed down or accelerated. Some Council members stated it might seem easy to lay off certain staff during the slower times, but when the economy improved, the City had need for additional staff that might not be available. The Council also discussed the prudence of maintaining some of the operational integrity of the City.

City Manager, Wayne Pyle, explained the deficits of \$4.8 and \$6.5 million respectively for FY 2009-2010 and FY 2010-2011.

Upon discussion, Councilmember Burt expressed hope that Winco would have helped the City with increased sales tax revenues. The City Manager explained it was not clear yet how sales tax dollars would affect the revenue projection.

Discussion ensued regarding each line item. Paid time off (PTO) was discussed at length by members of the City Council. Upon inquiry, City Manager, Wayne Pyle, stated PTO was liked by the employees. Councilmember Buhler stated that while all of these things proposed affected the employees with respect to the least impact, the ordinary citizen did not care whether city employees had their jobs or not. Councilmember Vincent stated he recalled a similar discussion of using one-time monies to balance the budget and he discussed the need to find some middle ground so a tax increase would not be necessary. Mayor Winder stated there was

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a difference between one-time and potential on-going savings. Councilmember Vincent stated the Council was elected to watch taxpayer dollars, not necessarily City employees, as that was staff's job. He indicated it was hard to strike the balance of the two sometimes.

Mayor Winder recessed the meeting at 10:00 A.M. and reconvened the meeting at 10:15 A.M.

The City Council continued discussion of budget matters. City Manager, Wayne Pyle, discussed savings, which could come from streetlights. Mayor Winder inquired how much those savings would be if all the streetlights were replaced.

Mayor Winder inquired if the shortfall included anticipated additional costs such as increases in variable costs. City Manager, Wayne Pyle, stated the shortfall just included current expenditures to budget revenues. A discussion ensued regarding whether the fees charged were in line with other cities.

Finance Director, Jim Welch, presented the financial information, including trends and forecasts of sales tax dollars, and other revenue sources.

Mayor Winder stated that at least we were not back to 2003 levels in sales tax revenue like other cities.

Finance Director, Jim Welch, stated the City's growth had been significantly higher than other cities due to the big box stores coming into the area and the construction companies. He advised that if those things "went south" it really would affect the City in a negative way. He also stated sales tax on food held the City harmless.

The Finance Director discussed property tax. Councilmember Vincent inquired regarding City capacity and future growth and asked if discussion would take place on the General Plan, including planning for future commercial space. He stated when the City got into economic downturns we would have something else to fall back on other than property tax. The City Council discussed what was being done to retain and attract more development in places such as 2100 South. City Council members indicated presentation to the Council regarding the economic development plan was needed for a future Study Meeting.

The City Council members indicated Zion's Securities needed to keep the Council more updated particularly regarding around the Lake Park Corporate Center area. City Manager, Wayne Pyle, discussed the Lake Park development area including interest by certain hotels.

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Councilmember Vincent inquired about the Decker Lake area and north of the E-Center and asked if there were multiple property owners in that area. He also expressed need to have a good balance of commercial to counterbalance the need for property taxes.

Councilmember Burt inquired regarding the Economic Development Corporation of Utah (EDCU) and stated it seemed like they were ignoring us to a degree. She also asked if they were “pushing” potential businesses to locate in West Valley City more than they used to.

Councilmember Vincent inquired who set the utility tax rate.

Councilmember Brooks inquired if discussion was underway with Rocky Mountain Power regarding constructing generation plants on the west side of the City.

4. **PROJECTED PERSONNEL COST CHANGES AND ISSUES**

The City Council discussed personnel costs, changes, and issues including layoffs versus furloughs of City employees.

Councilmember Rushton inquired about the PTO cash out program. He asked that since the PTO cash out would be eliminated would employees take more time off or if they would be allowed to take time off.

Councilmember Brooks asked about better use of part-time employees or moving people to other jobs to help in areas that were more critical.

Mayor Winder recessed the meeting at 11:45 A.M. Lunch was served and then the meeting was reconvened at 12:25 P.M.

5. **DISCUSSION OF STRATEGIC PRIORITIES AND CITY COUNCIL ISSUES**

This City Council had a brief discussion regarding UTOPIA, with City Manager, Wayne Pyle, informing the pledge amount the City needed to pay to UTOPIA.

6. **MOTION FOR EXECUTIVE SESSION**

After discussion, Mayor Winder moved to recess the Regular Special Strategic Planning Meeting and convene an Executive Session for discussion of litigation matters. Councilmember Burt seconded the motion.

A roll call vote was taken:

Mr. Vincent	Yes
Mr. Brooks	Yes

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Mr. Buhler	Yes
Ms. Burt	Yes
Mr. Rushton	Yes
Mr. Christensen	Yes
Mayor Winder	Yes

Unanimous.

Mayor Winder reconvened the Strategic Planning Meeting at 12:44 P.M.

The City Council continued discussion of strategic priorities and Council issues. They discussed operational shortfalls of UTOPIA. Councilmember Burt inquired about GOOGLE and their possible interest in UTOPIA. Mayor Winder explained the pledge cities would make an announcement this coming Tuesday indicating their interest in the Google fiber community challenge.

During a brief absence of Mayor Winder at 1:00 P.M., Mayor Pro Tem, Corey Rushton, conducted the meeting.

City Manager, Wayne Pyle, discussed the grant process for UTOPIA, which included Federal stimulus money.

Mayor Winder recessed the meeting at 1:15 P.M. and reconvened the meeting at 1:25 P.M.

City Manager, Wayne Pyle, discussed the City Center area and how it would be developed whether commercial, educational, or residential uses. He stated each week the City Center was discussed by staff. He indicated that development would be much bigger than the Valley Fair Mall area. The City Manager mentioned the Sorenson property was almost secured.

Councilmember Rushton inquired about the old Michaels property and stated a new lease sign had just been put up. City Manager, Wayne Pyle, informed America First Credit Union might be interested in the Michaels property.

Upon inquiry by Councilmember Vincent regarding if the City owned the Sorenson property and would the rents be raised, the City Manager answered in the affirmative but amounts were not discussed.

Councilmember Vincent inquired about the possibility for a new library that Salt Lake County would build. City Manager, Wayne Pyle, informed that matter had been discussed. Councilmember Vincent also indicated it would be nice to have a civic complex including a city hall, library and courts.

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Councilmember Vincent and Councilmember Rushton informed they had talked with representatives of Ivory Homes regarding their property at U-111 and the need for a fire station in that area. City Manager, Wayne Pyle, advised talks with Ivory about those issues were on going. He advised that Ivory's concern was the cost to get the services out there, as it would be very expensive.

City Manager, Wayne Pyle, discussed the plaza at the City Center and inquired if the Council desired to review anything further in that regard. Councilmember Vincent stated Councilmember Buhler's insight in having something out front on the corner of City Hall to indicate the plaza was behind was important. Upon inquiry by Mayor Winder, the City Manager stated all of the developers had made inquiry regarding moving City Hall. Mayor Winder also asked if City Hall should be moved in order to get the development going. The City Manager talked further about the plaza and potential developments surrounding that development. He stated it needed to compliment development that might occur whether commercial, educational, a hotel or a municipal complex. Councilmember Buhler stated if the money was going to be spent on the plaza the City should ensure people at least knew the plaza was there, hence do something in front of City Hall to direct people to the plaza from 2700 West.

Mr. Pyle asked if there was anything else staff should do at the plaza, as it seemed important to move ahead with the wind sculpture and other matters. Upon further discussion, Councilmember Vincent indicated he liked what had been presented to the Council regarding the plaza concept. He further stated it did not really tell anything about West Valley City, per say, but the idea was we were progressive and moving forward. Mayor Winder added it should show the City was moving ahead. The City Manager indicated that while it might not identify West Valley, it did bring in or compliment a more urban setting, the natural world. Councilmember Christensen discussed the center icon piece and perhaps incorporating a tie to the past and moving into the future. Councilmember Rushton concurred. Councilmember Vincent expressed desire to see the wind sculpture actually producing something. City Manager, Wayne Pyle, advised of the risk of putting too many things into one area. He cautioned the need to be careful regarding that issue. Councilmember Burt expressed agreement of continuing the theme through the entire corridor from 2700 West so the artwork flowed to the plaza. She inquired regarding City staff's concept about the east side of the City Center and if there would be bigger businesses at that location. City Manager, Wayne Pyle, answered in the affirmative but stated that would be up to the developers. He stated the City would look at any kind of mix use ideas for the project. Councilmember Burt stated business needed to locate closer to 2700 West and residential more to the west. Councilmember Vincent discussed the idea of making each of the columns a tribute to the four military branches. Councilmember Brooks suggested looking at the history of the area and doing something that would compliment that history. Councilmember Vincent stated it

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seemed important regarding programming of the space (concert or farmers market), that an alliance of businesses be created to do those things or host those things rather than the City. He suggested perhaps the City could partner with the Mall and trade programming so that both areas could have programs that did not necessarily compete. He discussed the plaza at Jordan Landing where there was always something happening sponsored by the local businesses. Councilmember Brooks stated once the TRAX light rail line was built something should be going on after 5:00 P.M. at the plaza. Councilmember Vincent suggested encouragement of some sort of street vendor activity as well.

Mayor Winder discussed a possible linear park running from the plaza out to 3500 South with one way traffic going west and another going east on either side of a park. He stated this could become the new Granger Park with a signature place to give future developers at least a foundation to build upon. He expressed desire for this to be a quality development. Councilmember Vincent agreed and suggested it could actually connect straight to the Granger High School rather than out on 3500 South and to the old Granger Park with a linear park and walkway. He recommended talking to the School District to develop the idea. He further indicated separate lanes could actually be created for skateboarding, bicycling and/or walking. The City Council reviewed potential properties in the area for a possible trail. Mayor Winder asked what members of the Council thought about a linear park in terms of a general concept. Upon discussion, most members of the Council expressed it would be a concept worth pursuing. A discussion ensued regarding how much land would be used for a park rather than for development. In addition, some members of the Council stated if residential was part of the development then green space would be needed. Councilmember Buhler stated he would like the park to go out to 3500 South or 3200 West in order to bring people into the plaza.

Mayor Winder mentioned the possibility of pursuing a general obligation bond to fund building the park and perhaps a park on the west end, which would require a vote of the people. He stated the timing seemed appropriate to have the City trail system completed and the subject park would actually bring developers in and help with the City Center. Councilmember Vincent stated he was an advocate of trails, but every time he talked to people in neighborhoods they said they did not want a lot of connectivity. He indicated his opinion that it would be doomed because people did not have the money at this time. Other members of the Council concurred that the time was inappropriate to ask people to support the idea.

Finance Director, Jim Welch, discussed general obligation bonds and how they were issued, and why timing was very important when actually proposing a general obligation bond. Councilmember Rushton inquired if this could be done in relation to the Federal agenda. City Manager, Wayne Pyle, stated it would be

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almost too late to receive any funding as a “local match.” Mayor Winder suggested this issue should be put on the ballot to allow people to decide. Councilmember Brooks suggested creating a park district. Mayor Winder discussed the amount of a general obligation bond and suggested the amount of \$20-25 million. The City Council members discussed where a new park on the west side could be constructed. Councilmember Rushton inquired if a City survey would be conducted and the City Manager stated that one would be done and a question regarding this issue could be posed as part of that survey. Councilmember Brooks expressed concern regarding the economic times and believed this would be a hard task to accomplish. He acknowledged that it would be a vote of the people.

Discussion ensued regarding how the Fitness Center monies, after being paid off in approximately 10 years, could be used for parks and trails.

The City Council discussed the Granger Park purchase and commented they would rather have the money from sale of the park property than build another park in the same area. Councilmember Burt stated something needed to be done to replace Glenn Weaver Park in District 1.

The City Council discussed the Jordan River Market Place. Mayor Winder stated he had spoken with the developer (but not before the City’s letter telling him to come back with a different proposal). Councilmember Burt expressed concern that the developer seemed to want the Council to conform to their proposal rather than the other way around. She also stated they might just be bumping up against the reality of the economy and were attempting to build what the market would bear. She encouraged the City Manager to “hold the line” with the developers and insist on something unique and beautiful instead of what had been proposed. Members of the Council mentioned the other developer had brought in a similar plan for a senior center that had been totally rejected. After further discussion, members of the Council expressed a consensus to continue to bring proposals but to “hold the line” regarding the Council’s vision for the project.

The City Council discussed how the City could reinvest in some of the older neighborhoods. Councilmember Rushton suggested one of the strategic goals could be to plan how to encourage people to reinvest in their homes, nesting and adding on space. He also discussed some ideas of how to help people actually add value to their houses if they were inclined to remodel and/or do some updating. He suggested West Valley model after other communities by providing material or pamphlets describing some of those possibilities. Councilmember Burt expressed some agreement but stated, in order to accomplish this, houses needed to be built on lots of more than 4,000 square feet. Councilmember Vincent suggested the Internet could be utilized to give people ideas regarding materials and upgrading. Councilmember Buhler inquired regarding the possibility of “fast

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tracking” through building inspection and other requirements. Councilmember Rushton stated perhaps even code enforcement could be involved. He indicated a new strategic plan could be to facilitate and encourage reinvestment in residential neighborhoods.

Upon inquiry by City Manager, Wayne Pyle, members of the Council requested additional discussion on issues, as follows:

Samoan Festival

Councilmember Vincent requested discussion regarding the two Samoan festivals.

After discussion, the Council was advised staff would look at not renting the parks on the July 24th holiday.

ICE Training – Immigration Enforcement

Councilmember Burt requested a discussion about ICE (Immigration & Customs Enforcement) training.

City Manager, Wayne Pyle, reminded the Council that ICE had previously requested the City’s police officers to partner with them and West Valley Police Department had trained with them in the past. He reported ICE had not come back with a request for further participation.

Hollywood Connection

Councilmember Burt inquired regarding proposals for property currently occupied by Hollywood Connection. The City Council discussed that apartments were conditional uses and therefore the process included consideration by the City Council. It was noted Mayor Winder and City Manager, Wayne Pyle, would meet with the owner the following week and report to the Council.

Blueprint Jordan River update

Councilmember Rushton discussed an Interlocal Agreement to be presented to respective councils for consideration regarding the Jordan River. Councilmember Burt expressed concern it would have taxing authority and Councilmember Rushton explained the focus would be on a commission model consisting of each city paying dues in lieu of a full taxing authority.

Ordinance Enforcement

Councilmember Buhler requested discussion about ordinance enforcement.

Discussion ensued regarding ordinance enforcement with some members of the Council expressing the prudence of satisfying most reasonable people. Some members of the Council also suggested the need for a different classification for people who had a violation or were on probationary status. City Manager, Wayne

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Pyle, advised if a person had a violation and took months to resolve it, that person could appear before a judge and at that point end up on a list to take care of it. He also stated most of the time there was no list. He explained there were also settlement agreements that could necessitate a list. He indicated in those cases a citation would be issued, nothing would be done, and it would go into a settlement agreement and thus probation. He stated Arlington Park was a great example of this. Councilmember Brooks inquired if a letter thanking people for cleaning up would be a good idea. Upon discussion, the City Council concurred a thank you letter would be appropriate and some stated a compliance letter would serve that purpose.

Urban Neighborhood Gardens

Councilmember Vincent requested discussion of a neighborhood gardens concept.

The City Council discussed certain pockets of property owned by the City that needed to be cleaned up. Councilmember Vincent spoke of a property located at 3100 South 6200 West and suggested perhaps the elementary school could be encouraged to grow a garden and solicit Home Depot to donate the materials and possibly run a water line. He stated Salt Lake City had such projects and West Valley City could use this as a “test piece” of ground. He advised there was a group the City could contact to learn how it could be done successfully. Upon further discussion, some members of the City Council suggested this idea could be included as a question on the next citizen survey. The City Council concurred and requested the City Manager to contact Taylorsville City and the group previously mentioned to determine how an urban farm worked. Councilmember Rushton advised he would provide the contact information to the City Manager and Councilmember Vincent stated he would contact the elementary school principal to determine interest in the project.

Mountain View Corridor, West Ridge Golf Course and UDOT

Councilmember Vincent requested an update from Councilmember Rushton regarding the trails, the Mountain View Corridor, and West Ridge Golf Course. Councilmember Rushton also requested discussion regarding Utah Department of Transportation (UDOT).

The City Council discussed problems on U-111 and some members expressed the need for UDOT to fix the existing problems. Also discussed was the last update given by UDOT where the Council had been advised they would go all the way to 5400 South near West Ridge Golf Course. Councilmember Vincent expressed the need to be prepared to design the course. He inquired regarding when half of the back nine was lost if it would be turned into a park. He stated the City would end up with a nine hole course, a passive park, and some monetary consideration for the land at \$20-30 million.

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Equality

The City Council discussed Equality Utah and others who had approached the City to ban discrimination of certain sexual orientation with respect to housing.

The City Council discussed the passage of an ordinance by Salt Lake City banning eviction or discrimination against anyone for her/his sexual preference. Also discussed was that no one should be fired from a job based on sexual preference. The City Council further discussed if the City should consider a similar ordinance, and after further discussion, directed the City Manager to review Salt Lake City's ordinance and schedule further discussion in March 2010.

Strategic Plan Goals

City Manager, Wayne Pyle, advised all the objectives of the Strategic Plan goals needed to be revisited to ensure the goals and action plans were up to date.

State of the City Speech/Video

Mayor Winder expressed desire to discuss the state of the city speech, Channel 17, and the City's image, and his effort to bring together religious leaders to address issues in the City. Councilmember Vincent stressed the importance of when the Mayor spoke publicly those remarks should reflect the Council's majority position and agenda. Mayor Winder agreed and stated he would e-mail his written remarks to all members of the City Council for their comments.

The City Council discussed Channel 17 and suggested it could be a survey question. A recommendation was made to have Salt Lake Community College help with the video. There was also an explanation regarding software to fix.

Business Association/Revitalizing Neighborhoods

Councilmember Rushton stated he desired to discuss neighborhood business associations. Councilmember Brooks requested discussion regarding how to revitalize neighborhoods by eliminating blight and improving lighting.

Councilmember Brooks stated on 3500 South the City had created a new EDA and there were some other areas of the City that need to be revitalized. He discussed drug houses and blighted neighborhoods needing attention with a strategy developed to clean them up.

Upon questions from members of the City Council regarding this difficult problem, City Manager, Wayne Pyle, advised regarding what other communities were doing in this regard. Councilmember Rushton posed the question of how neighborhood identity could be promoted.

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Councilmember Steve Buhler was excused and left the meeting at 5:30 P.M.

After discussion and determination that all business and discussions had been concluded, the Acting City Recorder was instructed to cancel the meeting scheduled for Saturday, February 13, 2010.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY COUNCIL THE STRATEGIC PLANNING MEETING OF FRIDAY, FEBRUARY 12, 2010, WAS ADJOURNED AT 5:35 P.M., BY MAYOR WINDER.

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THE WEST VALLEY CITY COUNCIL MET IN AN EXECUTIVE SESSION ON FRIDAY, FEBRUARY 12, 2010, AT 12:30 P.M., IN ROOM 103, AT THE UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY MAYOR WINDER.

THE FOLLOWING MEMBERS WERE PRESENT:

Mike Winder
Russ Brooks
Steve Buhler
Carolynn Burt
Don Christensen
Corey Rushton
Steve Vincent

Wayne Pyle, City Manager
Paul Isaac, Assistant City Manager/Acting City Recorder

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY CITY COUNCIL, THE EXECUTIVE SESSION OF FRIDAY, FEBRUARY 12, 2010, WAS ADJOURNED AT 12:44 P.M., BY MAYOR WINDER.

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Strategic Planning Meeting and Executive Session of the West Valley City Council held Friday, February 12, 2010.

Paul Isaac
Acting City Recorder